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# Beyond 1998: Achieving Buyer Expectations, A Restaurant Perspective

Chet England

*National Council of Chain Restaurants*

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**BEYOND 1998: ACHIEVING BUYER EXPECTATIONS  
A RESTAURANT PERSPECTIVE**

Chet England  
National Council of Chain Restaurants

NCCR: Who Are We?

- 40 companies
- Over 90,000 establishments
- Employ 2,000,000 people
- Annual sales in excess of \$50 billion

The Restaurant Industry Overall

- 800,000 locations
- Over 10 million employees
- \$336 billion in annual sales
- 44% share of the American food dollar

Things About Which Americans Are Afraid

- #1 Being in a car crash (54%)
- #2 Having cancer (53%)
- #3 Inadequate social security (50%)
- #4 Not enough money for retirement (49%)
- #5 Food poisoning from meat (36%)

Why Do We Are?

- Farm-to-fork: We're in this together
- Burger King alone uses meat from over 4 million cattle each year
- Many (most?) harmful bacteria enter animals prior to processing
- We cook but...

What Are We Doing for Our Part?

- More rigorous in-restaurant safeguards (e.g., more controlled cooking processes)
- Better employee training (for management and crew)
- Enhanced scrutiny of suppliers (audits, testing, etc.)
- Specification mandates for microbial interventions at slaughter/fabrication level
- Opening dialogs with other industry sectors
- Restaurant HACCP

## We Need to Minimize Pathogen Incidence

### Now

- Keep O157:H7 Out
  - Water troughs
  - Wet feeds (silage)
  - Loader buckets
- Reduce animal-to-animal transmission
  - Group calves after weaning
- Minimize hide contamination
- Minimize shipping stress

### Future

- Vaccination?
- Competitive exclusion
- Fasting practices?
- "Manure management"

### We Also Need:

- More research on sources and pre-harvest interventions
- "Agricultural HACCP"
- Product traceability hoof-to-mouth
- Maintain the dialog

### CCP's at Quick Service Restaurants

1. Products only from approved suppliers (with HACCP plans)
2. Temperature control during storage and holding (hot/cold)
3. Proper cooking
4. Prevention of cross-contamination
5. Employee hygiene

### Why Should *You* Care?

- Liability concerns ("due diligence")
- Forestall regulation (e.g. mandatory HACCP)
- Protect sales (domestic and export)
- Protect produce image (P.R.)

Protecting Your Customers by Managing Food Safety is the Right Thing To Do!

"Toxin" by Robin Cook